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The Business Head of the Future



BY

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PRICE FOURPENCE.

Find Your Place and Keep it.

In this world so great and mighty
There's a place for everyone,
And each one must find his corner,
Ere life's battle can be won.
One is born to be a merchant;
One to law with longing turns;
One to art, and one to physics;
One with fire poetic burns:
One is born to grind the corn:
One to sow and reap it.
Every mortal has his place:
Find yours, then, and keep it.

Professor Severn holds the highest credentials obtainable as a Phrenologist, including the Diploma B.P.S., &c., &c. He is Brighton's old-established Phrenologist, has been in constant practice for nearly 25 years: and is consulted with confidence by local and visiting business men and women, parents, schoolmasters, ministers, lawyers, medical and literary men, musicians, artists, actors, engineers, and others: he has personally examined more celebrated personages than any other living Phrenologist, including Paderewski, Kubelik, Prince Ranjitsinhji, and many well-known members of Parliament, Cabinet Ministers, Noblemen, &c.

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THE BUSINESS HEAD
OF THE FUTURE



MR. LLOYD GEORGE TEN YEARS AGO.

I.

Phrenological Reading of Mr. Lloyd George.

THE following phrenological sketch was printed and published over ten years ago, in April, 1903, and will be of interest to-day as having been somewhat prophetic. Mr. Severn, in November, 1909, had another personal interview with Mr. Lloyd George, when he discovered that, during the interval of seven or eight years, the Chancellor's head had increased in circumferential measurement from being nearly 23 inches to $23\frac{1}{4}$ inches, and that the increased development was particularly shown in the intellectual lobes. This fact goes to prove that according as the mind is exercised, so the brain and head are subject to a larger growth and development, whether before or after the attainment of adult age. Mr. Severn drew the Chancellor's attention to the increased development and growth of his head, and he substantiated the statement by saying that he had required to have larger hats. He further remarked that Mr. Gladstone was of the same opinion regard-

ing the growth of the head, and was rather proud of the fact that from time he had required larger sized hats.

There is nothing speculative in saying that Mr. Lloyd George, M.P., is a genius of a very high order ; the size and formation of his head and texture of organisation decidedly indicate it. I am grateful to him for his kindness in allowing me to phrenologically interview him. Whatever his achievements up to the present may be, they give but an inadequate idea of the extent of his capabilities. Recognised political leaders will have to look to their laurels if they would hold their own beside a mind so colossal in its power and far-reaching in scope and breadth of intellect. Health permitting, he has, without doubt, an important and great future before him.

His head is large, being nearly 23 inches in circumference around the Perceptives ; length, 7 7-10ths ; width at Executiveness, 6 2-10ths ; at Ideality, 6 inches. It is high and broad in the frontal regions. There is no show of weakness in any group of organs. A great factor, too, in the manifestation of his intellectual powers, is his high toned quality of organisation. His temperament is highly nervous, but fibrous. His mind is exceedingly active ; his constitution fairly durable, yet he needs to economise his physical powers. The great activity of his mind results in considerable strain on the physical constitution ; thus there is much liability to over-do.

Mr. Lloyd George is a typical Welshman, possessing a high order of intelligence. He is exceedingly thoughtful, reflective, studious, poetic, musical, social, domestic, sensitive, suave and adaptable ; but practical, lawyer-like, shrewd and intuitive ; has a

marked sense of humour, keen discriminative judgment, an exceedingly comprehensive mind, and great powers of expression. His social, domestic, and aspiring groups of organs are strongly represented. He is very friendly, warm-hearted and affectionate; particularly fond of home, and of children, animals and pets; is exceedingly sensitive and aspiring; has much sense of propriety, without being in any way formal or conventional. Has well-marked ambitions; fairly good control over his feelings; is confident, though not largely endowed with self-esteem. Has courage and enthusiasm to push forward and maintain what he feels to be just and right, and he is naturally very progressive.

His moral organs, especially Benevolence, Conscientiousness and Spirituality, are strongly developed. He is broad in his religious views as in other matters. He is very benevolent, generous-minded, sympathetic, and possesses a strong sense of justice.

Powerful as his other qualities are, the great strength of his brain is manifest, especially in the frontal or intellectual lobes. His broad, high and massive forehead—(large Causality, Comparison, Human Nature, Mirthfulness, Constructiveness, Ideality, Language and Agreeableness)—is indicative of a broad comprehensive mind, an exceedingly capable intellect, liberal views, great planning, organising and reasoning powers, critical acumen, constructive, creative and inventive genius; a powerful sense of humour, keen intuitive perception, remarkable scope of mind, poetic sentiment, literary ability, a high endowment of imagination and mental resourcefulness combined with very practical qualities of mind, and a very alert, earnest, enthusiastic, and impressional nature.

He has large Language, giving him fluency of verbal expression; and he has on the whole a remarkably good memory. Like the majority of the Welsh he is strongly endowed with the qualities of music and poetry. His love of perfection, and of whatever is beautiful in nature and art is striking; and he is an excellent reader of character.

He is moderately hopeful and optimistic. Has well-developed firmness, giving perseverance, stability and adherence to principles. Has a fair endowment of Concentrativeness, yet is active, restless, go-ahead, and able to attend to many matters following in quick succession without becoming confused. He has much intensity of action, combined with great mental and physical energy. The width of his head above and behind the ears gives him great executiveness of purpose, forcefulness, courage, diplomacy and power of endurance. Though quite open-minded, candid and sincere, yet he is exceedingly cautious, judicious, tactful and prudent.

Mr. Lloyd George is a statesman, public speaker, lawyer and writer, endowed with exceptional mental powers, originality, comprehensiveness of mind, breadth of understanding, a high moral tone, eloquence, wit, executiveness, and practical common-sense judgment. In carrying out his mind's powers to the fullest, he is capable of exerting an extended influence, highly beneficial to his fellow men in the progressive welfare of mankind.

II.

The Business Head of the Future.

HEADS have changed remarkably during the last quarter of a century. There are reasons for this alteration. Compulsory education has had much to do in bringing it about. The advancement of education is materially affecting business men and women. It is developing the mental powers, and is at the root of progression. With these enhanced mental developments man's moral conduct, tastes, and intelligence are changing. This is observable in the rising generation and in the professions, but it is shown most markedly in progressive business persons.

Physical force and greed, avarice, craft, and cunning, and ultra-practical mental qualities have in the past been the chief requirements in successful business persons, but never again will these qualities suffice to command success. Thought and intelligence, keen character-discernment, creative ability, resourcefulness, honesty, and sincerity are now more important characteristics for business success, and heads

are rapidly altering to fit in with these new requirements.

So long as the general status of intelligence was not so far advanced as at the present time the wide-headed ultra-practical business man held sway and command. He practically carried everything before him in his eager quest for gold and crude popularity and in acquiring means for gratifying his abnormal appetites and pleasures. He ignored ideal conditions and made light of all human sentiment; and the very essence of things intellectual and of the highest utility had escaped his notice, or he never fully comprehended them. This type of man has skinned and ransacked the whole surface of the earth in his money-getting.

This organiser of the merely physical forces has about come to the end of his tether. After exhausting most of the physical means of money-making, he is now seeking the person whom at one time he looked upon as a sentimental ignoramus. He feels the need of his ideas; which to-day have become a practical commodity. Who are these persons with ideas, imagination and creative genius? What is the shape of their heads? Very different, let me tell you, from the hard-headed, sternly practical business man of commanding capacity who has dominated in the past.

There is more in the expression "he is a long-headed fellow," than has generally been attributed to it. The person who will hold the reins of command in the future will be the long-headed person. He is fast surpassing the wide-headed individual. The reason is that he carries with him more thought and intelligence, more

originality, mental resourcefulness, and ingratiating capacity.

There is more in the shape of the head than in its size. We may often see a man with a large head doing nothing of importance—the poor quality of his brain, and its being unfavourably shaped, may account for this ; whilst others with only average or even small heads, but well-developed in some particular part, may manifest uncommon ability, and with diligence and perseverance rise to distinction by concentrating the whole force of their nature on the particular thing for which they are specially gifted.

The size of the head, other things being equal, is a measure of power. The circumferential measurement of the head of a man possessing full average intelligence, whose frontal lobes are proportionately well developed, is about 22 inches. Women having generally a superior quality of brain to that of men, are from $\frac{1}{2}$ to 1 inch less. Persons possessing heads of this size, or even less, if the quality of organisation is good and there is a favourable balance of the mental organs, are capable of much success. Though there may be some degree of aptitude, smartness, or even brilliancy, in some direction, we cannot expect great mental powers to be manifested by those whose heads measure less than 20 or 21 inches. Nineteen inches in an adult usually represents a weak, incapable character, while heads of 18 inches and below are, as a rule, decidedly idiotic and entirely lacking in brain capacity.

The best literary types of head that I have examined vary from a little under 23 to $23\frac{1}{2}$ inches. Beyond this measurement and up to

$24\frac{3}{4}$ inches, we find men of powerful intellects. Seldom do we find heads in a healthy state larger than that. When beyond 25 inches, we begin to look for hydrocephalic tendencies.

The circumference of M. Paderewski's head is $23\frac{1}{4}$ inches; that of Kubelik is $22\frac{1}{4}$; Mark Hambourg, $23\frac{1}{2}$; George Robey, $23\frac{1}{8}$; Harry Lauder, $23\frac{5}{8}$ (and his is one of the longest heads I have examined); Robert Blatchford, $23\frac{1}{4}$; Sir W. Robertson Nicoll, $23\frac{1}{4}$; the late Mr. Wilson Barrett, 24; Sir George Alexander, 24; Sir Hiram Maxim, 24 inches; Sir Ernest Shackleton, $22\frac{3}{4}$; Dr. Russell Wakefield, Bishop of Birmingham, $23\frac{1}{2}$; Dr. Clifford, $23\frac{1}{4}$; Henniker Heaton, $24\frac{1}{2}$; Prince Ranjitsinhji, now the Jam of Nawanagar, 22; C. B. Fry, $22\frac{1}{4}$; the late Dr. Joseph Parker, $24\frac{1}{4}$; the late William T. Stead, $23\frac{3}{8}$; the Rev. R. J. Campbell, $22\frac{1}{2}$ —though I dare say Mr. Campbell's, Ranjitsinhji's and C. B. Fry's are larger now than when I examined them twelve years ago.

Physical culture is nowadays apt to be overdone. A reasonable amount of it is good; but athletes who devote themselves almost wholly to the development of the physical constitution do so at a sacrifice of brain development. I have observed this from examining the heads of a number of leading cricketers and athletes. Their heads average less than men of recognised literary abilities. All monotonous, physical and factory occupations tend to have a retarding influence on mental growth. The brainy man cannot afford to indulge too freely in physical exercise, or physically laborious occupations; though plenty of fresh air and country walks are good for him.

Heads that succeed in business, and in manufacture and mechanism are usually large, wide about the ears and forward, with large perceptive ; a broad though not always a high forehead ; and rather strong domestic and social qualities. Persons with heads of this kind may become good builders, contractors, mechanical engineers, merchants, farmers, stock-raisers, business managers, or do well in other occupations requiring energy, force of character, constructive ability, planning capacity and practical judgment.

Heads that succeed in educational, literary, scientific, analytical and artistic pursuits are more generally long, proportionately narrow and high, with a good development forward of the ears ; and the middle line from the root of the nose upwards and extending over the top-head should be well defined. The reflective and reasoning organs should be well-developed, likewise the perceptive, also the upper part of the side-head in the regions of ideality, imitation and sublimity. The extent of success even then will depend on the amount of energy, force of character, and perseverance the individual is disposed to put forth.

The future successful business person's head will show a combination of both these descriptions—being long and high, and especially well developed in the frontal lobes of the brain endowing him with large organs of observation, well-developed reasoning powers, causality, comparison, human nature, ideality, constructiveness, adaptability, and a good moral development.

He will need a superior education and training, far better than has served in the past,

and a combination of literary and artistic gifts, in addition to practical judgment and business organising abilities. He must be cautious and tactful, not too secretive, or it will detract from his sincerity and the good impression which he must create in dealing with his fellows. He will need ambition, dignity, confidence, conscientiousness and sympathy. A natural endowment of these qualities will give a fair height and width to the forehead and to the upper part of the back-head at the crown. He will need hope to give enterprise, enthusiasm and reasonable speculation; and friendship and agreeableness to give him an adaptable, ingratiating disposition, without being unduly obsequious. But above all, he will need to be a man of ideas, imagination, mental resourcefulness and creative capacity; and particularly a keen student of human nature and character, with ability to act on his own initiative.

Sir Thomas Lipton, Mr. H. Gordon Selfridge, Sir Joseph Lyons and Lord Northcliff, possess heads which may be accounted somewhat ideal, though extreme, types of the class of business men who will lead in the future.

III.

The Age at Which the Human Brain Attains its Full Growth.

FROM the earliest time when consideration was given to brain development as a factor in intellectual growth, differences of opinion have prevailed regarding the period at which the human brain attains its full, fixed, and adult size. In the *Philosophical Transactions*, 1836, Professor Tiedemann stated that "the brain arrives, on an average, to its full size towards the seventh or eighth years." Soemmering, who in his time was the first anatomist of Germany, stated that "the brain does not increase after the third year." Sir William Hamilton and the brothers Wenzels accounted the seventh year as the date at which the brain arrived at its full growth. Dr. S. G. Morton, who devoted very considerable labour to cranial measurements, at the time that he presented his report to the Academy of Sciences, Philadelphia, in 1849,

possessed the largest number of crania of the different races of man ever before submitted to measurement. He considered that sixteen years of age was the period at which the brain had acquired its adult size. Dr. J. B. Mège, of Paris, stated that the human brain required from 45 to 50 years to attain its highest degree of development and activity, and referred to the head of Cuvier as being an example of this law. The experimental researches of Mr. James Deville, phrenologist and modeller, London, confirm those of Dr. Mège. Drs. Gall and Spurzheim, the founders of phrenology, were of opinion that the brain continues to grow till the fortieth year. The statements of more recent investigators are still widely at variance. Dr. W. A. Hammond, who is credited with considerable skill as an original investigator, asserts that "the brain does not grow after the seventh year—only the scalp, muscles, and fasciæ grow after that time." Dr. W. W. Ireland is reported in the *Journal of Mental Science* to have said that "so far as he knew, the growth and development of the brain were complete about the time of puberty. The brain was fully developed at about ten or twelve years of age."

This subject was made a topic of much discussion among medical men and phrenologists in the *Daily Mail* in November, 1909, and considerable publicity was given to it in other leading London and provincial newspapers, though practically no new facts were put forward by members of the medical profession.

The following, quoted from the *Daily Mail*, November 11th, 1909, may be taken as the general conclusion arrived at in that discussion :—

Opinions as to the possibility of the brain and skull increasing in size after full manhood considerably differ. A nerve specialist connected with one of the great London hospitals stated, "A series of minutely accurate measurements taken a few years ago of the heads of a large number of Cambridge undergraduates proved beyond question that, apart from diseased conditions, all development of the skull ceases about the end of the twenty-first year. Rarely, the skull may grow up to the twenty-fifth year. At this age the growing edges of the skull bones become solid, and all growth centres change into solid non-growing bone. The measurements at Cambridge," it states, "were made by scientifically trained members of the Anthropological Society, and their accuracy cannot be doubted."

Judging from this statement, which met with no refutation excepting by phrenologists, it may be taken as the general opinion of the medical faculty that the head does not increase in size after the age of from 21 to 25 years.

The medical faculty and the public generally ought to be better informed. My own experiences differ from all previous investigators, so far as I know. Based on the examination and measurement of a vast number of heads, amounting to considerably more than one hundred thousand, during a period of over a quarter of a century's work as a practising phrenologist, I have come to the conclusion that the human brain is capable of development as long as the mind's powers are kept vigorously at work and active, and this is shown by the increasing development of the size of the head in all active brain workers.

Having measured the heads at different periods of many well-known gentlemen, I have discovered that the head grows to a considerably greater age than is generally supposed. Mr. Lloyd George, M.P., Chancellor of the Ex-

chequer, has increased the size of his head from being nearly 23in. in circumferential measurement to $23\frac{1}{4}$ in. from the time he was 40 to 48 years of age. Mr. Robert Blatchford, editor of the *Clarion*, author of "Britain for the British," etc., increased the circumference of his head from 22 $\frac{1}{2}$ in. at 50 years of age to $23\frac{1}{8}$ in. before his 60th year. Mr. Bart Kennedy's head increased from being $23\frac{1}{4}$ in. at about the age of 34 to 24in. twelve years later. He is well known as an author and writer, and he told me that he had written eleven books during that time, which indicates that his intellectual faculties had been particularly well employed. Mr. George Barnes, M.P., has developed his head measurement from being "as nearly as possible 23in. in circumference," when I took his measurement in 1897, fifteen years ago, to $23\frac{3}{8}$ in. at the present time. The late Mr. William T. Stead's head increased in circumference from being "nearly 23in." at the age of about 46 years to $23\frac{3}{8}$ in. when he was 62 years of age. I could, if necessary, quote many more instances substantiating these statements.

These measurements relate to the circumference of the head ; but in each case there are indications of specific or general brain development, as in the height, width, length, or the various lobes of the brain, though more especially the frontal or intellectual lobes.

While there is a much more rapid growth of the mental faculties and the brain in childhood and youth, it will be seen that the head continues its growth so long as the mind's powers are kept actively employed, even to the age of 60 or more years. This may be a new revelation to many, and it should be particularly encouraging to

those who desire to improve themselves and make the most of their natural capacities ; and being a demonstrable fact, it imposes a high moral obligation and responsibility upon every moral-minded and intelligent human being.

It may be difficult for some to understand how the soft delicate substance of the brain can press into shape the seemingly hard bony structure of the skull. In living persons the bones, like all other living tissues, are supple and susceptible to growth ; and just as the muscles of the body can be increased by exercise, so every organ of the mind is capable of being improved and developed by use. The skull, though strong and hard, adapts itself to the growth of the brain from infancy to maturity—or rather, the two grow together, as the skin grows on the body or the shell around the kernel of a nut.

The skull subserves the purpose of protecting and not hindering the growth of the brain. It increases in size as the brain increases, and alters its shape according to the development of the interior mass ; and in aged persons, disease, or neglect of the use of the mental faculties, permanently closes the sutures, and the skull becomes thicker and denser in its structure. When this occurs there is little interest manifested in things intellectual, and less susceptibility to the physical growth of the brain and skull. In extreme cases the brain tends to atrophy, and the skull suffers a diminution corresponding to the decrease of the brain through lack of intellectual exercise.

It is frequently asserted by good and well-meaning persons that “man is as he was created and he cannot alter himself,” and some persons

verily seem not to wish to alter themselves. They tend constantly to retrograde. But the principles of phrenology reveal abundant hope and encouragement for all who desire to enlarge and develop their mind's powers. The anthropologist, being tardy of accepting the facts of phrenology, is not sufficiently progressive. Metaphysicians of the old school, from being wofully impractical and too obscure and profuse, have long since been disregarded by the practical students of human nature ; and the present day psychologist is but little removed from the metaphysics that prevailed a few decades ago. Phrenology is absolutely the most lucid and practical theory by which the mind's powers can be revealed, and by which the mental progress and growth of individuals and nations may be measured.



IV.

Alterations in Shape and Size of Heads.

HEADS alter ; they grow and expand, sometimes to an extent that is quite surprising. There are also indications occasionally of their atrophy or deterioration according to the use made of them. There is not the slightest doubt of this. I have records of heads which have increased in circumference as much as three-quarters of an inch in ten or a dozen years. And this is long after the attainment of manhood. The heads of young persons grow much more rapidly, even to the extent of several inches in the course of years.

Mind improvement, intellectual work, thinking and study are the chief conditions which bring about brain development and its corresponding alterations in the shape and size of the head. Who has not watched the gradual development and alteration in the heads of babies and children as intelligence and training are brought to bear on their characters and dispositions ? The fact is, we cannot think at all without the effort having the effect of drawing the blood to the brain and developing it in proportion to the effort made. Literary persons and students

may especially perceive this ; and business men's heads frequently show a steady growth and alteration in shape.

We often see business people possessing large heads and apparently more powerful intellects than devotees to literature, but the shapes of their heads are not the same ; nor is the quality of their brains, or their physical or temperamental conditions always so fine as in persons entirely devoted to mental pursuits. The responsibilities, however, of business require them to think much, which enhances brain development. A business man with a large head may be so ignorant as to be unable to write his own name (this is, of course, an extreme case), and yet may achieve considerable success. Such a person usually inherits good business capacity.

The head alters in shape and size with every alteration of the interior mass, which in its turn is operated on, however slightly, by every thought and action. We cannot perform the least act by thought, word or deed, without the brain being employed.

The brain organisation, according to its quality, activity, and natural endowment, is in some persons much more susceptible to development than in others. Some persons may have large heads and but a low degree of intelligence, because the quality of their brain is poor ; or they may possess good brain capacity, but from lack of educational and other advantages, the mental faculties may remain dormant. Such persons may, by their own efforts, and by coming under more favourable conditions, improve the quality of their brains, bring into activity dormant faculties, and thus better fit themselves for the higher duties of life, and attain to greater success than if they had allowed the former conditions to go on.

It is a Biblical injunction that we should make use of the talents we have ; this is, in fact, all that is demanded of us. Some people attempt more than lies in their power, and being ambitious of distinction, give up disheartened, even when they are doing moderately well, because they fail to satisfy their ambition in achieving something especially great. Others make little or no attempt to use or improve their natural gifts. One of the great aims in life should be self-improvement mentally, morally and physically. Every effort makes its impress on the brain and enhances the development of the mental faculties.

Not everyone is born a genius ; or with special mental advantages ; or with the proverbial silver spoon in his mouth, but every man and woman can use, and improve his natural endowments, and not even one talent should be hidden. We see a vast improvement effected by persons who realise their responsibilities and are determined on doing their best.

I have had many remarkable proofs of alteration in the size and shape of head and the quality of brain. When practising at Oxford over twenty years ago, a gentleman came for a phrenological consultation who was possessed of a roundish, practical business head, in size rather above the average, and fairly evenly balanced. There was nothing, however, very extraordinary in his mental developments. He was an intellectual man, possessing keen business judgment, and had a bent for literary pursuits ; but his mental faculties were at that time so balanced that he could have pursued life in a very ordinary manner, or have struck out in a commercial career and have become a first-rate business man. He had, however, a hankering for intellectual pursuits,

and mental and moral improvement. About this time there must have been a severe struggle in his mind as to which course he would take, and in our conversation I learned that he had already determined to devote himself to a literary career. This gentleman is now the author of a number of highly scientific philosophical works, and the editor and founder of a well-established and influential journal. Close application and hard study have worked a wonderful change, not only in his character, disposition, and mental capacities, but in the formation of his head. I have had opportunities of phrenologically interviewing him at intervals. The change was not very perceptible at first, but after a period of ten or a dozen years I was astonished at the remarkable alteration which had taken place. From the round, practical, business type his head had become longer and narrower and much more strongly developed in the regions of the Reflective, Reasoning, and Refining faculties. It is now, one might say, a purely literary and philosophic type of head, and the whole temperament is finer in quality. I know of but few men who have worked harder to effect such a change in their mental organisation, and immense credit is due to his perseverance. In his new sphere of work he is, and will continue to be, the means of benefiting millions of his fellow creatures, which he could never have expected to do had he devoted himself to a life of pleasure and indulgence, or to business, even though he had attained considerable business success. This gentleman, well-known to every reader of the *Psychic Gazette*, is our valued friend and co-worker, Mr. Alan Leo.

I have in my mind another case, a young student who visited me at my consulting-rooms in Oxford about the same time. He was then starting on his

University course with a view to qualifying in law. Judging from his natural capacities he would certainly have done better in literature, mental philosophy, theological studies, or poetry, and this I told him. He had not the least ambition to occupy a public or legal position, but as it was the special wish of his friends that he should become a barrister and a State official, he set himself steadily to the task of qualifying for the same. He has been successful in his studies, though it meant hard work for him. He now occupies a very high and important governmental position in India. I had opportunities of studying his mental developments during his collegiate and legal courses of study and have noted considerable alterations in the formation of his head. His natural endowments were almost wholly unsuited to the course of studies he pursued, and it took him many years longer to qualify than in the case of most other students. Now, while holding his official State position, he is a devotee to poetry and literature.

On the other hand, lack of mental exercise causes the organisation to become coarse, the skull to become thick, and there is sometimes a very perceptible diminution in the size of the head, or of some particular mental organs.

For five years I knew an independent middle-aged gentleman of good family, who, as a young man had had a superior education. During the years I knew him, and for a considerable time previously, he did absolutely nothing in the way of mental or physical exercise beyond dressing himself, sleeping, smoking, taking his meals and walking twice a day to the nearest hotel. It was very rarely indeed, even from one year to another that he varied this everyday routine.

He gradually discontinued everything requiring intellectual effort and eventually entirely left off reading. I frequently examined his head and noted that it became smaller. It was, when I first measured it, $23\frac{1}{8}$ inches in circumference; five years later his head measured less than 23 inches, and it also perceptibly decreased in height.

These cases demonstrate the truth of Phrenology, and should encourage those who are desirous of making the most of their natural endowments.



I am Frequently Asked

at what age, and how often should a person be phrenologically examined. In reply, I would say that a phrenological delineation is decidedly useful at any time, from baby-hood, right up to old age.

NO ONE IS TOO YOUNG OR TOO OLD.

During my professional career, I have examined upwards of one hundred thousand persons, representing every class, including two thousand Oxford undergraduates, students and scholars. For many years I have made a special study of trades,

BUSINESSES, AND PROFESSIONS,

and the peculiar fitness of individuals for the many different callings in life. I have written extensively on these subjects, in which I am recognised to have had an unique experience.

Further, a real interest in the welfare of my fellow-men, and especially those who are wishful to make the most and best of their

NATURAL ABILITIES.

urges me to tell you, that by the aid of Phrenology I can help you to know yourselves better, and explain to you how you may be successful, and do better for yourselves and others.

Do not delay in coming. It is no exaggeration to say it may be worth hundreds of pounds to you. J.M.S.

The Boy—What will he become?

Parents who are not acquainted with the practical application of Phrenology, must frequently find it a serious and perplexing problem to anticipate the future of their little one—how he will fare in the world's journey—in the hurry and bustle of everyday life—in the turmoil of business, with its many oppositions, contentions, failures and successes. Will he become a great man; a leader among his fellows, at the helm in the government of the state, or in some other way exercise an influence that may be felt for all time? He may become a genius, a master of art, science, literature, theology, medicine, law; or he may have the abilities to construct, develop, organise or manage some great mechanical or commercial business enterprise, and on account of his achievements and intelligence, be looked up to and honoured by all who know him. Or, will he take a downward course, and as the result of an indifferent, mis-spent life, bring misery and discredit upon himself and those who loved and cared for him as a boy?

There are differences in organisations and in the degree and power of intellect, which is early discernable in children.

"As the twig is bent, so the tree's inclined." Phrenology enables us to tell the bent of the mind, and what a child may become if properly educated and trained in the direction of its natural gifts.

Parents have grave responsibilities, but they might save themselves a vast amount of trouble, anxiety and unnecessary expense of training their children for professions for which they may be totally unfitted, by consulting an experienced and reliable Phrenologist.

COUNSEL TO PARENTS AND OTHERS

Regarding Children's Schooling, Education, Adaptation to Pursuits, etc.

If you think of going in Business,

If you think of putting your Boy as an Apprentice,

If you think of putting your Daughter in Situation or Business,

If you think of getting married,

If you want to know more about yourself,

Consult Professor Severn.

One of the most distinguished character readers of the world is Mr. J. Millott Severn, of Brighton, England. Among his patrons are some of the most eminent men and women of Europe.—*Character Builder*, July, 1905.

